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ABSTRACT

In fall 1996, Hawaii's Maui Community College (MCC) conducted a study to determine the potential demand for pre-service and in-service training in fashion technology over the next 5 years among related businesses in Maui. Questionnaires were mailed to 435 area businesses, requesting information on the number of employees, salaries paid, and projections for new staff and training in the future. Completed surveys were received from 19% (n=83) of the businesses, 24 of which were not applicable to the study. Results included the following: (1) the highest numbers of responses were received from businesses in the retail (n=11), manufacturing (n=9), upholstery (n=8), and hotel (n=8) sectors; (2) contract hire accounted for 35% of the reported employment; (3) 29 companies indicated that they hired mostly for sewing skills, while 30 hired for alteration, 7 for pattern making, and 2 for teaching; (4) 59% indicated that full-time employees were paid $8 to $15 per hour; (5) the total demand for new employees over the next 5 years was 70.5 new hires, translating to a yearly demand of 14.1, while the capacity of the full-time program at MCC is 15 students per year; and (6) respondents reported a demand for 148 in-service training programs in 17 areas. Respondent comments, the survey instrument, and the mailing list of businesses are appended. (HAA)

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ED 405 926

COMMUNITY NEEDS ASSESSMENT FOR FASHION TECHNOLOGY

Maui Community College
Fall 1996

Jean A. Pezzoli

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COMMUNITY NEEDS ASSESSMENT FOR FASHION TECHNOLOGY

Maui Community College
Fall 1996

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COMMUNITY NEEDS ASSESSMENT FOR FASHION TECHNOLOGY

Maui Community College
Fall 1996

PURPOSE

The purpose of this survey was to ascertain the potential employment demand for pre-service and in-service training in Fashion Technology over the next five years from related businesses on Maui.

METHODOLOGY

In conjunction with the Fashion Technology Advisory Committee, Program Coordinator, Division Chair, and the Assistant Dean of Instruction, under the auspices of the Dean Instruction in the Fall 1996 semester (Appendix A), a cover letter (Appendix B) and questionnaire (Appendix C) were developed and tested.

A mailing list of 435 businesses was extracted from the yellow pages of the 1996 Maui telephone directory. The list cut across a broad spectrum of business, including not only manufacturers, but also bridal and fabric shops, boutiques, upholsterers, cleaners, hotels, and others (see Appendix D). The sampling strategy was to poll the full population of potential Maui businesses which might hire new sewing-related labor in the next five years, in order to gain a complete picture of the potential community demand from all relevant employment sectors.

On October 30, 1996, the 435 questionnaires were bulk mailed along with the cover letter and a postage paid return envelop. Three envelopes were returned as non-deliverable, reducing the sample size to 432.

The number of respondents was 83, for a return rate of 19 percent. All recipients would not be expected to reply because the inclusive sampling strategy, by its nature, included many for whom the survey did not apply. Of the 83 who did reply, 24 returned the survey even though they said it was not applicable (see Appendix E). These 24 were excluded from the analysis. The residual 59 surveys were used as the basis of the results.

RESULTS

A. FT Skills Cut Across Many Business Sectors

1. Skills found in many different types of business:

- Manufacturing – Design and manufacture of men, women, and children apparel, for wholesale distribution or retail boutiques.

- Bridal – Consultation, design, custom sewing, and alteration of wedding gowns, bridesmaid outfits, tuxedos, and other formal wear.

- Fabric – Design, manufacture, and sale of quilts or embroidered items; fabric sales and/or sewing (vacuum) machine sales and repair.

- Upholstery – Interior or auto upholstering; manufacture of curtains, drapes, and pillows.

- Cleaners – Garment repair at laundries or dry cleaners.

- Hotel – Repair of linens and uniforms (includes restaurants requiring aloha shirts/other uniforms).

- Surf – Manufacture and repair of sail and canvas covers for dive, surf, windsurf shops, boat charters; includes bathing suit and apparel for surf/windsurf, and dive suit repair.

- Costumes – Manufacture and repair of costumes and uniforms for school bands and cheering squads, dance troops, clown acts, musicians, theater, and other productions.

- Retail: Sew – Alterations provided by seller of women, men, and baby apparel.

- Retail: Sales – Better customer service through knowledge of fabric care, color, and styles that enhance.

2. Number of businesses responding from each sector is shown in Table Q-2a.

   - Sectors with largest response were: Retail (11), Manufacturing (9), Upholstery (8), Hotel (8).

3. Number of employees with sewing-related hires in each sector is also shown in Table Q-2a.

   - Sectors employing largest number of persons with sewing-related skills, according to the survey, are Manufacturing (24) and Upholstery (21).

4. Entrepreneurship a characteristic through independent contract work.

   - Employment is characterized not only by hire as an employee (73) but also by contract hire (40). (Table Q-2a).

TABLE Q-2a
Current Employment in Fashion Industry

Sector	Resp'g	Hires	Employee	Contract
Manufacture	9	24	9	15
Bridal	5	8	8	–
Fabric	6	11	9	2
Uphol	8	21	13	8
Cleaners	6	11	5	6
Hotel/Rstr	8	11	11	–
Surf	4	11	11	–
Costume	2	1	–	1
Retail	11	15	7	8
Total	**59**	**113**	**73**	**40**

* Contract hire makes up about a third (35%) of the employment reported in this survey (40 of 113 jobs).

* The sector with the largest reported number of contract hires was Manufacturing (15).

* Contract hires were found in all sectors except: Bridal, Hotel, Surf.

5. Most frequent work is sewing and alteration (Table Q-2b).

* Responding companies hire mostly for the skills of sewing (29) and alteration (30), although some need pattern making (7) and teaching (2) as well. Other (13) items are listed in Responder Comments section.

TABLE Q-2b
Current Employment in Fashion Industry

Sector	Sew	Teach	Alter	Pattn	Other
Manufacture	5	–	3	2	–
Bridal	4	1	3	–	1
Fabric	–	1	–	–	5
Uphol	7	–	4	2	2
Cleaners	3	–	5	–	–
Hotel/Rstr	6	–	8	–	3
Surf	2	–	2	1	2
Costume	–	–	–	1	–
Retail	2	–	5	1	–
Total	**29**	**2**	**30**	**7**	**13**

* Sewing and alterations cut across most sectors.

6. Wage paid is above the minimum wage.

* Over half (24, 59%) of the responses to this item indicated FT employees are paid at $8 to $15 dollars per hour. (Table Q-2c).

TABLE Q-2c
Current Employment in Fashion Industry

Sector	Wage Per Hour				
	Min	5.30-8	8-15	15-25	25+
Manufacturer	–	2	2	–	–
Bridal	–	1	2	1	–
Fabric	1	–	3	1	–
Upholstery	–	2	2	1*	1
Cleaners	–	–	1	1	–
Hotel/Restr	–	–	8	–	–
Surf	–	–	1	1	–
Costume	–	–	–	–	–
Retail	1	2	5	2	–
Total	**2**	**7**	**24**	**7**	**1**

*Note.–One respondent who indicated both $8-15 and 15-25 was tallied here.

B. Future Employment Opportunities are Available

1. Reported employment demand over next five years is shown in Table Q-5a.

TABLE Q-5a
Expected Employment Demand

	Exp'd Hires	Expansion	Replacement	Firms Hiring	Firms Resp'g
Manufacture	14.5	13	1.5	5	9
Bridal	7	5	2	3	5
Fabric	15	11	4	6	6
Upholstery	11	7	4	4	8
Cleaners	15	5	10	3	6
Hotel/Rstr	3	1	2	2	8
Surf	3	–	3	1	4
Costume	–	–	–	–	2
Retail: Sew	2	1	1	2	9
Retail: Sales	44.5	20	24.5	2	2
Subtotal*	**70.5**	**43**	**27.5**	**26**	**57**
Total	**115**	**63**	**52**	**28**	**59**

* Excludes retail sales.

* Expecting to hire are about half (n = 28, 47%) of the 59 responding fashion companies.

* The collective number is reported at 70.5 new hires over the next five years. (This figure excludes the sector hiring clothing salespersons with FT skills.)

* The employment demand is basically comparable to the program capacity, as estimated from the following method. The employment demand for 70.5 new hires over the next five years translates to a yearly demand of 14.1 (70.5 hires divided by 5 years = 14.1 per year). The capacity of the FT program at MCC is 15 students per year according to the class size, amounting to one student more than "needed."

* Expecting to hire salespersons in clothing retail for a clothing or hotel store were two respondents who expressed a need for hiring another 44.5 employees. Including this projection brings the total anticipated employment demand to 115 hires in five years, or 23 per year. Thus, the anticipated employment far exceeds the FT program capacity of 15 students per year, when including needs of some retail stores for salespersons trained in fabric care and fashion style.

* Further augmentation from in-service needs is covered below.

2. Expansion exceeds replacement.

* Replacement accounts for under half (27.5, 39%) of these hires. Expansion accounts for the rest, in spite of recent downturn of the economy.

3. Future skills needed is shown in Table Q-5b.

Table Q-5b

Sector	Sew	Teach	Alter	Pattn	Other
Manufacture	9.5	–	4	1	–
Bridal	1	–	6	–	–
Fabric	–	2	–	–	13
Uphol	6	–	1	–	4
Cleaners	1	2	12	–	–
Hotel/Rstr	–	–	3	–	–
Surf	2	–	–	–	1
Costume	–	–	–	–	–
Retail: Sew	–	–	1	–	1
Retail: Sales	–	–	–	–	44.5
Subtotal*	**19.5**	**4**	**27**	**1**	**19**
Total	**19.5**	**4**	**27**	**1**	**63.5**

* Excludes retail sales.

* The largest demand for persons who can sew is anticipated to do alterations (27).

* Two sectors anticipate a large demand for persons doing alterations: Cleaners (12) and Bridal (6).

* Another large demand is expected for sewers (19.5).

* The sector anticipating the greatest need for sewers is Manufacturing (9.5).

* The anticipated number of "other" sewing related jobs (19) from fabric companies should be addressed and given curriculum consideration. "Other" skills listed were: embroidery, quilting, silk screening, retailing, machine operation and repair.

* The request of two responding clothing retail outlets for salespersons (44.5) cannot be ignored. Their responses point to another possible curriculum avenue.

C. Qualified Staff is Hard to Find.

1. On Question #3, many respondents reported difficulty finding qualified help. (See Table Q-3a.)

TABLE Q-3a
How Easy to Find People Qualified on FT Skills

Skill	Easy	Some Easy	Diff	Very Diff	Total
Sew	4	6	9	8	27
Alter	4	15	15	8	42
Pattern	2	1	8	10	21
Teach	2	1	8	1	12
Other	1	3	4	2	10
Overall	**13**	**26**	**44**	**29**	**112**

* Reflecting difficulty finding qualified help were two-thirds (65%) of the responses (44 + 29 = 73 divided by 112).

* Saying it was Very Difficult to find staff for various operations was more than a fourth of the responses (29, 26%).

* Difficulty was expressed across the three major sewing skills: Sewing (17, 63%), Alterations (23, 55%), and Pattern making (18, 56%).

* The skill reflecting the most severe difficulty was pattern making. Of the 21 companies responding to the item, half (10, 48%) said it was Very Difficult to find qualified pattern makers.

* The sector expressing the greatest difficulty finding help (Table Q-3b) is Manufacturing.

TABLE Q-3b
How Easy for Sectors to Find Qualified People

Sector	Easy	Some Easy	Diff	Very Diff	Total
Manufacture	–	7	5	8	20
Bridal	–	1	9	3	13
Fabric	–	–	5	2	7
Upholstery	5	3	13	2	23
Cleaners	–	3	1	2	6
Hotel/Rstr	7	7	–	–	14
Surf	–	–	5	3	8
Costume	–	–	1	4	5
Retail: Sew	1	3	5	5	14
Retail: Sales	–	2	–	–	2
Total	**13**	**26**	**44**	**29**	**112**

* The sector expressing ease was Hotel. (But as one respondent explained an easy rank: "We've had one seamstress for 20 years."

2. Many respondents volunteered information on other parts of the survey on how hard it is to find hires with sewing related skills.

* Question #6 on the future of the industry:

"Need more numbers of qualified sewers. I need a sewer badly right now and cannot find any. I have to turn down business."

"I/we are in a "tourist-related" business - we always need new uniforms, shirts, etc. for our shows and music. Impossible to find a reasonable priced seamstress or someone who knows how to do alterations."

"All the cheering squads on this island have a hard time because we must either make junk uniforms or order from the mainland."

* Question #7 - open ended comments:

"We need more seamstresses."

"Hard to find any good seamstress."

"Please have your best students contact...(Whaler's Village)."

"Looking for pattern-maker and some sewing production."

"I am in the process for looking for a qualified upholstery seamstress, part/full-time."

"Independent dressmaker – need to do more alterations."

* Question #2a - Size of company:

  One apparel designer reported hiring one independent contractor, and "need more."

D. In-Service Training Creates Another Demand for Instruction. (See Table Q-4).

1. Interest in having a collective total of 148 "seats" for in-service.

TABLE Q-4
Courses Employees Need

Course	Manuf	Bridal	Fabric	Upho	Cleanr	Hotel	Surf	Costume	Retail	All
Sew	6	1		1	5					13
Bacons	2	2	4		1	2			1	12
Bpattn	4	2		3					1	10
AdvCon	1	2			3	2			1	9
AdvPat	1	2		3					1	7
Grading	4	2		1		2			1	10
Textile	1	1	1	5	6	12			2	28
Design	1	1			1			1		4
HomeF		1		2						3
Fshow		1						1		2
Sketch	1	1							1	3
Alter	4	3			3	2		1		13
Quiltg		1							1	2
ActivW	1	1					1			3
Drape	1	1			2					4
Linger		1								1
Other		12	2	3					7	24
Overall	**27**	**35**	**7**	**18**	**21**	**20**	**1**	**3**	**16***	**148**

*Note.–Added in are responses from three retail shops that were otherwise excluded from the analysis due to their indicating on Q-2a that the survey was not applicable to their operation.

2. Sectors expressing the most interest were:

   Bridal (35)*
   Manufacturing (27)
   Cleaners (21)
   Hotel (20)

   (*Note: One bridal company reported all employees took all FT classes already, and need more.)

3. Course with greatest interest is: Textiles (26).

E. Future Industry Trends. (See Responder Comments Section)

1. Computers and computer design.

2. Fabrics

3. Customer service, including Japanese language.

4. Embroidery, upholstery, interior decorating.

SYNOPSIS

The purpose of this survey was to ascertain the potential employment demand for pre-service and in-service training in Fashion Technology over the next five years from related businesses on Maui.

Results are based on 83 of 432 surveys (19%) sent to a broad spectrum of businesses related to the fashion industry on Maui. Twenty-four (24) respondents indicated the survey was not applicable to their business, for a resultant sample size of 59 respondents.

Results showed:

* FT skills are not isolated in a single sector like clothing manufacturing, but in fact cut across many businesses including bridal and fabric shops, boutiques, upholsterers, cleaners, and hotels.

* The sectors reporting the largest level of employment for persons with FT skills are: manufacturing and upholstery.

* Entreprenuership, and not just working for others, is a characteristic of the FT field, especially contract work for manufacturers (35% of reported jobs).

* The type of work respondents most frequently have are: sewing and alterations.

* The wage paid is above the minimum, with 54 percent paying $8 to $15 per hour.

* Expecting to hire were about half of the responders, reporting a collective total of 70.5 new hires (excluding salespersons) over the next five years.

* Anticipated employment demand is comparable to program capacity. The 70.5 jobs anticipated over five years translates to 14.1 jobs per year, compared to annual program capacity of 15 students max.

* If salesperson positions are included in the calculations, the projected 5-year demand of 115 new hires, or 23 per year, far exceeds the program capacity of 15 students.

* Expansion accounts for about 61 percent of the anticipated new hires.

* Qualified staff is hard to find according to respondents, with two-thirds expressing difficulty, and 25 percent checking Very Difficult to find qualified staff.

* In-service training creates an additional demand, especially from Bridal shops, manufacturing, cleaners, and hotels.

* The open-ended questions portrayed the difficulty of finding qualified staff, as well as for classes in computers, fabric use and care, customer service, and upholstery.

These results support continuation of the Fashion Technology program at Maui Community College with emphasis on restructuring the program to meet needs for entrepreneurship and technological updating.

COMMUNITY NEEDS ASSESSMENT FOR FASHION TECHNOLOGY
Maui Community College
Fall 1996

Respondents Comments

1. **In what type of business are you involved?**
Other:

Silkscreening, Apparel/Banner Design.
Wholesale clothing (resort wear).
Embroidery.
Embroidery manufacturing and design.
Embroidery and Wholesale clothing.
Manufacturer/Contract Sewer.
Sales and service of sewing machines and vacuum cleaners. All types: domestic and commercial.
Auto detail.
Sales vacuum.
School coach.
Music, travel agents, show producers.
Photography.
Scuba Diving Charters.
Boat Charter Business.
Lahaina Fishing Supplies and Marine Hardware.
Food manufacturing.
Retail Hotel.
Resort Logo Shop.

2a. **How many do you hire for sewing-related jobs?**

Need more.
Uniform companies - cheer uniforms.
We manufacture in Bali.
We have one seamstress only.

2b. **To do which of these jobs: Other sewing related:**

Bridal: pillows, gloves, slips.
Manufacturer and sales.
Repair and service.
Machine repair.
Cutting/reupholster.
Don't know, but paid very well.
Cutting.
Special projects.
Table Skirting.

3. **Rate how easy it is to find qualified people for: Other:**

Silkscreening - Difficult.
Embroidery.
I have never explored it.
Good employees to serve public and sew.
Repair.
Upholstery.
Upholstery.
Staff.
Seamstress been at Kaanapali Beach Hotel for over 20 years.
Selling.
Retail Sales.

4. **Estimate the number of your employees/contractors (include yourself) who would benefit from taking courses on: Other:**

Graphic Artist/Silkscreening.
Including myself everyone I have hired has graduated or taken the Fashion Tech courses. Other: Specialty fabrics, sewing & care of i.e. silk, new polyesters, windsurf, couture sewing, tailoring.
Costume/Theater.
Embroidery.
Basic Sewing.
Upholstery.
Auto Upholstery.
Auto Upholstery.
Manufacturers give us care instructions.
Product Knowledge.
Retail sales/Management buying.

5. **How many new employees and/or contractors do you anticipate hiring over the next five years? Other:**

Silkscreening - 2 (Expansion).
Cannot honestly answer this. Closed my business as of 11/1/96.
If business were good I would hire three or four.
Embroidery and retail - 2-3 (Expansion).
Repair.
Upholstery.
Cutting.
Selling - 20 (Expansion & Replacement).
Retail Sales - 4-5 (turn-over).

6. **What changes to the industry do you foresee over the next 5-10 years that we need to incorporate into the curriculum?**

More Staff

Need more numbers of qualified sewers. I need a sewer badly right now and cannot find any. I have to turn down business.

All the cheering squads on this island have a hard time because we must either make junk uniforms or order from the mainland.

I (we) are in a "tourist related" business - we always need new uniforms, shirts, costumes, etc. for our shows and music. Impossible to find a reasonable priced seamstress or someone who knows how to do alterations..

Fabric

Different materials.

Fashion Fabric Salesperson with alteration or sewing experience in Men's clothing.

Instructions on the FTC's care label rule and how to correctly label a garment for cleaning/care.

Fabrics, care of.

Working with new type of materials.

How to sew and repair wetsuit material (neoprem). Start a new company and do custom wetsuits in the islands or off the rack. Excel of Hawaii, Oahu is way too expensive. From: Dr. Wells F. Martell, P.O. Box 1236, Kihei, HI 96753.

I feel there is a need for people who need training in drycleaning procedures, spotting, proper finishing of clothes, etc. Right now we go through the International Fabricare Institute for training and guidance. They're located in Maryland. (Four Seasons Resorts, 874-2224, Sylvie Balenger).

Computers

Better computers to run machines.

Computer aided design software.

Extensive use of computer graphics. What we see today is the tip of the iceberg.

Computers.

Computer technology.

Miscellaneous

As we have more Asian tourists who need to have their clothes altered, some changes would be study of Japanese Language to better work with customers.

Living in Hawaii I see the need to be bi-lingual Japanese - especially in my business right now. The newspaper constantly has bi-lingual jobs - although I am not in the windsurfing industry I think this is an area of growth for sewing possibilities.

There's a lot of people/students who are fashion conscious. MCC could offer more creative classes, fashions are constantly changing - computerize cutting is one of them...

People are buying poorer quality machines and they need to be repaired more frequently.

Need sewing for upholstery auto and furniture.

More jobs than can be done. New product cheaper than we can repair old ones.

Interior decorating.

I would like to see Maui develop as a viable place to do all sorts of garment

manufacturing as Honolulu is. Between islandwear, beachwear, and hotel/restaurant uniforms, there is a real need for contract sewing and all the other skills related.

Maui is strictly a tourist area for my industry and fashion is not particularly what they are looking for.

Sales program - and the best programs related to customer service. "Professionalism in this field."

I am not knowledgeable about this part of the fashion market.

Wholesale outlets will eventually be our way of business to keep up with importing - volume sales will over take the retail market.

None at present as it applies to our industry.

More seminars on selling and knowledge - how to make people feel comfortable when shopping.

Maui is too expensive to manufacture.

7. **Comments:**

Staff

Please have your best students contact Linda Snyder 661-1915 - Store Manager at Whaler's Village or District Manager Lee Laughrey.

Hard to find any good seamstress.

Looking for pattern maker and some sewing production.

I am in the process of looking for a qualified upholstery seamstress, part/full-time.

Especially auto (sewing) - very rare to find. None on Maui - xx from the existing shop owners.

Independent dressmaker - need to do more alterations.

This department has opened up many possibilities for me both professionally and for my personal life, i.e. hobbies. Also, I am able to take in side sewing jobs in order to make "ends meet."

We need more seamstresses!

Fabric

I hope that in the future Maui will be able to offer more variety and selection in fabrics.

Miscellaneous

I'm a small shop. I make my own screened shirts and I'm looking into making surf board shorts etc...

I have been in Men's Wear business for 46 years. It's been a very interesting and found lots of changes.

Thank you for sending this questionnaire. There's a great need for a school of design and fashion.

I am a self-employed artist who designs, sews, and paints on clothes - small business with no employees - however, I do work with independent contractors who sew for me occasionally - very basic easy to sew designs.

All of our manufacturing is done in Indonesia because this is where our fabrics are made. We only employ one alterations person at present.

Unfortunately - cost related to profit in Hawaii (as well as taxes) will continue to hinder growth of small businesses.

If we can be of any other assistance, please feel free to call: F. Servetti-Coleman.

I deal only in antique clothing in a very small way. I do handle old textiles also.

Does not apply - family owned business. Do not plan to hire any employees.

Maui Clothing Co. has 7 stores. I've already filled out one survey. We only use people, occasionally, to do alterations.

I have been in the high fashion business in New York before moving to Maui and find Maui very backdated in fashion because of its living style. Any fashion technology here will be welcomed.

I think there is a great need for a large contract sewing company on this island -- very little is being manufactured here.

We only use one or two people, sporadically, for repairs or hems. Occasionally, we'll look for someone to make us a pattern but the wholesaler of fabrics usually does that for us.

It has been my observation that small independent contractors expect too high a wholesale on their goods. They don't seem to understand the price advantage of volume vendors.

I own a small surf shop. But I don't have money. I know what girls and guys like. If I had money I would be a buyer for a large company.

We have two associates that currently do alterations for associate uniforms - no other need in this area.

Most of this questionnaire does not apply to me as I'm not involved in the design/sewing of apparel; however, it would be beneficial to include courses in the retail area.

APPENDIX A
Developers of the Fashion Technology Needs Assessment

Fashion Technology Advisory Committee:

Pat Chiaco, Chiaco Co.
Bette Nomura, Baldwin High School
Marilyn Sameshima, Sew Special
Paul Scharber, AAA Sewing Machine
Keri Duke, Saison des Brides
Patti Pottorff, Boutique II
Lisa Starr, Ukulele Clothing Co., Ltd.
Maggie Lee-Coulombe, Owner
Leona Rocha Wilson, Vogue-Butterick, Fashionetics

Fashion Technology Program: Cheryl Maeda, Coordinator
Donna Liddicote, Lecturer
Rose Momsen, Lecturer

Division Chair for Vocational Technical: Dennis Tanga

Assistant Dean of Instruction: Jean A. Pezzoli, Ph.D.

Dean of Instruction: Liz d'Argy

APPENDIX B

Maui Community College
UNIVERSITY OF HAWAII

310 Kaahumanu Avenue • Kahului, Hawaii 96732
Phone (808) 244-9181 • Fax (808) 244-1251

September 1996

Dear Friend:

Would you help us by filling out the attached survey? Maui Community College is exploring future directions for its Fashion Technology program. We are looking at two areas: the skills and knowledge needed by students now and into the future and the number of jobs that are and will be available for those that are trained.

Fashion Technology has undergone many changes since the Fashion Technology program became part of the MCC curriculum in the 1960's. The College currently offers a range of courses including esthetics of clothing, textiles, fashion design and sketching, and from basic to advanced clothing construction and pattern drafting and designing. In one semester of course work a student could earn a Certificate of Completion in Seamstress or Fashion-Fabric Salesperson or Dressmaker. In one year of course work a student could earn a Certificate of Achievement and in two years a student could earn an Associate in Applied Science degree in Fashion Technology.

We need to continually seek advice on how to re-structure the curriculum to remain abreast with what is happening in business and industry. Normally we get this advice one to two times a year from our smaller industry advisory committees. It is again time, however, to seek information from a larger group. First, we are asking you to fill out a survey. When the survey results have been compiled, we will invite you to a meeting to share and discuss the results.

Would you complete the attached survey and include any comments and return it to us within the next 5 days. We are enclosing a pre-addressed, stamped envelope.

Your assistance is greatly appreciated.

Sincerely,

Elizabeth d'Argy
Dean of Instruction

Enclosure

Moloka'i Education Center
P.O. Box 488 • Kaunakakai, HI 96748
Phone 553-3605 • Fax 553-3597

Lana'i Education Center
P.O. Box 649 • Lana'i City, HI 96763
Phone 565-7266 • Fax 565-7269

Hana Education Center
General Delivery • Hana, HI 96713
Phone 248-7480 • Fax 248-7392

An Equal Opportunity Employer

APPENDIX C

SURVEY ON MAUI COUNTY NEEDS FOR EDUCATION AND TRAINING IN FASHION TECHNOLOGY

Maui Community College

1. In what type of business are you involved?

___ Apparel Designer	___ Bridal, Formal Wear
___ Alterations	___ Uniforms, Costumes
___ Dressmaker	___ Quilts, Hawaiian Goods, Crafts
___ Clothing Retail	___ Fabric, Sewing Machine Sales
___ Drapery, Upholstery	___ Surf, Windsurf, Scuba Clothing
___ Cleaners, Laundry	___ Restaurant, Hotel
___ Canvas, Awnings, Sails	___ Other:_____

2a. How many do you hire for sewing-related jobs?

___ No. Employees (including yourself) ___ No. Independent Contractors

2b. To do which of these jobs:

___ sewing	___ pattern making/grading
___ teach sewing	___ other sewing related:_____
___ alterations/repair	

2c. At what hourly rate, or equivalent?

___ min. wage ($5.25) ___ $5.30-8 ___ $8-15 ___ $15-25 ___ $25+ ___ N/A

3. Rate how easy it is to find qualified people for:

	easy	somewhat easy	difficult	very difficult	N/A
Sewing production	___	___	___	___	___
Alterations/Repairs	___	___	___	___	___
Pattern making/grading	___	___	___	___	___
Teach sewing	___	___	___	___	___
Other:_____	___	___	___	___	___

4. Estimate the number of your employees/contractors (include yourself) who would benefit from taking courses on:

___ Sewing for the Garment Industry	___ Study and Care of Textiles	___ Garment Alterations
___ Basic Clothing Construction	___ Art of Clothing Design	___ Quilting
___ Basic Pattern Making	___ Sewing Home Furnishings	___ Sewing Activewear
___ Advanced Clothing Construction	___ Fashion Show Production	___ Draping
___ Advanced Pattern Making	___ Fashion Sketching	___ Lingerie
___ Pattern Grading (Sizing)	___ Other:_____	

5. How many new employees and/or contractors do you anticipate hiring over the next five years?

	No. due to Expansion	No. due to Replacement
Sewing Production	___	___
Alterations/Repairs	___	___
Pattern making/grading	___	___
Teach sewing	___	___
Other:_____	___	___

6. What changes to the industry do you foresee over the next 5-10 years that we need to incorporate into the curriculum?

7. Comments:

BEST COPY AVAILABLE

Thank you!

Please return the survey in the envelope provided, and mail to: Assistant Dean of Instruction, Maui Community College, 310 Kaahumanu Avenue, Kahului, HI 96732. Fax: 244-0862, Phone: 984-3290.

APPENDIX D
MAILING LIST

The sample was generated by extracting relevant businesses from the yellow pages of the latest Maui phone directory. Labels were made for all companies listed under these categories.

Designers-Apparel
Dressmakers
Alterations-Clothing

Sewing Contractors
Sewing Instruction
Sewing Machines-Household-Dealers
Sewing Machines-Household-Renting & Leasing
Sewing Machines-Industrial & Commercial
Sewing Machines-Parts & Supplies-Whsle & Mfrs
Fabric Shops

Quilts-Retails
Quilts-Whsle & Mfrs
Hawaiian Goods
Hawaiian Wear-Retail
Hawaiian Whsle & Mfrs

Crafts-Handmade-Retail
Costumes-Masquerade & Theatrical
Doll Mfrs-Equipment & Supplies
Yarn-Retail
Embroidery
Screen Printing

Clothing-Retail
Clothing-Used
Clothing-Whsle & Mfrs
Department Stores
Boutique Items-Retail
Women's Apparel-Retail
Men's Clothing & Furnishing-Retail
Swimwear & Accessories-Whsle & Mfrs
Sportswear-Retail
Sportswear-Whsle & Mfrs

Cleaners
Laundries
Linen Supply Service

Draperies-Whsle & Mfrs
Upholstery
Futons
Pillows
Cushions

Bridal Shops
Formal Wear

Uniforms
Gymnastics Instruction
Dancing Supplies
Theaters
Thirft Shops
Entertainers
Hula Instruction
Schools-Secondary & Elementary-Academic (selected)

Hotels (selected)
Restaurants (selected)

Canvas Products
Awnings & Canopies
Sail Makers
Marine Equipment & Supplies
Flags & Banners

Surfboards-Retail
Surfboards-Whsle & Mfrs
Divers
Windsurfing
Scuba Diving Equipment-Whsl

The phone directory list was reviewed and revised with up-to-date businesses by the Fashion Technology Advisory Committee.

APPENDIX E
Number of Respondents per Sector

Sector	Resp'g	N/A*
Manufacture	9	–
Bridal	5	–
Fabric	6	1
Upholstery	8	–
Cleaners	6	–
Hotel/Rstr	8	1
Surf	4	9
Costumes	2	3
Retail	11	–
Subtotal	**59**	**24**
Total	**83**	**–**

*Note.–N/A respondents indicated survey was not applicable to their business, and returned form anyway.

APPENDIX F
Responder Comments from Non-Applicable Group

6. What changes to the industry do you foresee over the next 5-10 years that we need to incorporate into the curriculum?

We are a retail store, only.
We don't have sewing needs.
I don't know - not in industry
The golf industry, as any other, is constantly changing and striving to keep up with customers needs for fashion. The goal recently has been to outfit this customer to take them fashionably from the golf course to other areas as well. Textiles/fabrics are better than ever. The advent of micro-fiber and tencel are prime examples.

7. Comments:

I'm sorry - this questionnaire does not apply to my retail operation. Aloha!
Survey not applicable to us. We are a mom & pop home business. No employees. We rent costumes.
As a retail shop, we buy clothes that are already manufactured - this survey is more directed to a wholesaler.
Thank you for including JC Penny - Kaahumanu in your survey. But we are on the merchandising retailing end and cannot answer any of the questions. We have no production line here in Hawaii. Thanks. B. Abe.
We don't do any sewing here. As a buyer for women's clothing, We've really used the knowledge I obtained from a class I took on textiles at Michigan State Univ. Sorry I can't help with the other questions.
I think for Maui this is a fantastic idea.
My shop strictly retails.
Shouldn't receive questionnaire.
Sorry - we are concentrated on sales and customer service and do not provide alteration services - Maui Prince Hotel.
We only sell retail and do not offer alterations.
Sorry I can't be of more help to you. I am a buyer/manager for a resort Logo Shop. I employ 3 sales clerks. I attend two major trade shows/buying trips a year. My apparel buys are primarily selected from golf lines.